

Abstract

Title: The Comparison of Marketing Mix of the Two Women's Fitness Clubs in

Prague 6

Objective: The aim of this work is to compare the two ladies fitness clubs, located in Prague 6. It is Contours Brevnov and Expreska Repy. To compare and determine from obtained data which of the two fitness clubs is more interesting for potential customers and to propose arrangements which could increase the satisfaction of new coming customers.

Methods: The research is performed by qualitative survey based on sample of 8 respondents, who tried both fitness centers. Used technique of research is semi-structured interview with responders.

Results: This survey implies that female respondents are more or less satisfied with the services of both fitness centers. It is not possible to clearly identify which one is better. However respondents had certain reservations to both of them. I analyzed these reservations and recommended fitness centers, on what to focus and in which fields to improve their services.

Key words: services, sports services, marketing mix, franchising